FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00053121 **Type of Permit:** FILMING **Release Date:** 06/07/2012

Production Company HELLO & CO

Insured Company Name HELLO & CO

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title CLOROX

Type of Production Commercial - Standard

Producer Gayleen Sharon

Director Matt Smuckler

1st AD Chris Berger

Production Manager n/a n/a

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Rod Weiner
Primary Phone Mobile - 415-606-1146
Secondary Phone Office - 323-465-9494

Location Assistant N/A N/A
Primary Phone Office - 555-555-5555
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LAUSD STANDARD DEPOSIT	$500.00
LAUSD PARKING SENIOR HIGH SCHOOL HALF DAY	$861.00

Total Permit Fee $2,508.00

Number of Locations 2

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Summary Information — Location

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Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CLOROX

Location Manager Rod Weiner
Primary Phone Mobile - 415-606-1146
Secondary Phone Office - 323-465-9494

Location Address 6655 Van Nuys Blvd, Van Nuys, CA, 91405

Location Type Grocery Store

Film Dates 6/8/2012 - 6/8/2012 05:00 - 10:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document 53121, HELLO CO jeff morris.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 06 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
VAN NUYS SENIOR HIGH SCHOOL
6535 Cedros Ave, Los Angeles, CA, 91411

Parking Notes
SPOT CHECK PER LAFD WALK THRU, INSP ROTH

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Summary Information — Location

Permit Number F00053121
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CLOROX

Location Manager Rod Weiner
Primary Phone Mobile - 415-606-1146
Secondary Phone Office - 323-465-9494

Location Address 19802 Placerita Canyon Rd, Los Angeles, CA, 91321

Location Name DISNEY RANCH (GOLDEN OAKS)

Location Type Ranch

Film Dates 6/8/2012 - 6/8/2012 09:00 - 21:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
4000 gal water truck	1
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA County FSA assigned	1

Filming Activities Exterior Dialogue; Picture eagles;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** California Highway Patrol **Fire:** Los Angeles County

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Coordinator Note LA COUNTY FIRE # 12-1351-123, FSA ASSIGNED AND 4000 GAL WATER TRUCK REQUIRED

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Hello & Company ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 3-28-2012

Representative's Signature

JEFF M. MORRIS

Representative's Name (Please Print)

LOCATION MANAGER

Representative's Title (Please Print)

Hello & Co.

Name of Principal (i.e. company name) (Please Print)

1641 N. [redacted] IVAR Ave.
Hollywood, CA. 90028

Principal's Mailing Address (Please Print)

323-465-9494

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
1481 E. 4th Street
Los Angeles, CA 90033
Ph. 323-260-4777 Fx. 323 415 6180

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